

WHAT IS CLAIMED IS:

1. A method of administering a promotional contest comprising the steps of:
 - providing to a consumer a product the label of which includes an identification code;
 - enabling the consumer to input the identification code into a prize redemption system;
 - validating the identification code; and
 - determining whether the code is a winning code that entitles the consumer to receive a prize.
2. A method according to Claim 1, wherein the consumer inputs the identification code via the Internet.
3. A method according to Claim 1, wherein the consumer inputs the identification code at a kiosk.
4. A method according to Claim 1, wherein the consumer inputs the identification code by telephone.
5. A method according to Claim 1, wherein the determining step determines whether the code is a winning prize that entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.
6. A method according to Claim 1, wherein the determining step determines whether the code is a winning code that entitles the consumer to receive a prize by placing the validated code in a virtual hat

with other codes and drawing from the virtual hat.

7. A method according to Claim 1, wherein the determining step determines whether the code is a winning code that entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated code with the random number.

8. A server operable to run a prize redemption program in which a consumer has previously been provided with a product the label of which includes an identification code, the server being operable to:

enable the consumer to input the identification code into a prize redemption system;

validate the identification code; and

determine whether the code is a winning code that entitles the consumer to receive a prize.

9. A server according to Claim 8, wherein the server is on the Internet.

10. A server according to Claim 8, wherein the server determines whether the code is a winning prize that entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

11. A server according to Claim 8, wherein the server determines whether the code is a winning code that entitles the consumer to receive a prize by placing the

validated code in a virtual hat with other codes and drawing from the virtual hat.

12. A server according to Claim 8, wherein the server determines whether the code is a winning code that entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated code with the random number.

13. Computer code executable on a server operable to run a prize redemption program in which a consumer has previously been provided with a product the label of which includes an identification code, the computer code comprising:

code for enabling the consumer to input the identification code into a prize redemption system;
code for validating the identification code; and
code for determining whether the identification code is a winning code that entitles the consumer to receive a prize.

14. Computer code according to Claim 13, wherein the server is on the Internet.

15. Computer code according to Claim 13, wherein the server determines whether the identification code is a winning code that entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

16. Computer code according to Claim 13, wherein the server determines whether the identification code is a winning code that entitles the consumer to receive a prize by placing the validated code in a virtual hat with other identification codes and drawing from the virtual hat.

17. Computer code according to Claim 13, wherein the server determines whether the identification code is a winning code that entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated code with the random number.

18. An apparatus for administering a promotional contest in which a consumer has been provided access to a product the label of which includes an identification code, the apparatus comprising:

means for enabling the consumer to input the identification code into a prize redemption system;
means for validating the identification code; and
means for determining whether the code is a winning code that entitles the consumer to receive a prize.

19. An apparatus according to Claim 18, wherein the consumer inputs the identification code via the Internet.

20. An apparatus according to Claim 18, wherein the consumer inputs the identification code at a kiosk.

21. An apparatus according to Claim 18, wherein the consumer inputs the identification code by telephone.

22. An apparatus according to Claim 18, wherein the determining means determines whether the code is a winning prize that entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

23. An apparatus according to Claim 18, wherein the determining means determines whether the code is a winning code that entitles the consumer to receive a prize by placing the validated code in a virtual hat with other codes and drawing from the virtual hat.

24. An apparatus according to Claim 18, wherein the determining step determines whether the code is a winning code that entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated code with the random number.

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